

Khaled Amer

Dubai, UAE

November 30th, 1977

Egyptian nationality

Married, 2 Children

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Professional Experience

August 21 to Present

Crowne Plaza Dubai Hotel & Crowne Plaza Dubai Hotel Apartment- IHG (Total 568 Rooms) Cluster Director of Sales & Marketing

Reports to the Hotel General Manager & dotted line to the Regional Director of Sales & Marketing

In charge of a team of 12 members (Sales Team, Events & Groups, Marketing & PR)

Responsible for the overall Business Development plan, Sales functions

Prepare annual sales plans as well as segmentation, yearly revenue proposal and monthly/weekly forecast

Sets action departmental monthly/ annual plans & strategies to achieve hotel plans

Maintain market intelligence by analyzing competition reports – Hotelintelligence reports

Prepare monthly report which includes the summary of the past activities, prospecting and trends

Conduct market survey and identify prospective accounts & establishes goals for key accounts by

Analyzing historical data & other statistical information & also by conducting accounts interviews and Preparing customer action plans.

Developing tactical promotions & marketing strategy based on various events

Attending trade shows, community events and industry meetings.

Recruit & train newly hired sales & Marketing team

Work closely and continuous contact with regional sales directors to ensure continuous qualification of global accounts & ensure contracting qualified accounts for the following years & by identifying market potential

Attend and present Hotels monthly business review meetings

Main achievements:

Set and implement a launch Plan for all sales & marketing activities and re-position the 2 properties within the market of Dubai

Successfully managed to drive OTA's and 3rd parties websites to increase our market share as of the 1st month with an increase of 90% compared to previous months & 2nd month to 109%

Over achieved budget for the Quarter 4 -2021

Build base business for Q4 and festive season season which enhanced the hotel performance and yielding opportunity & to close Q4 - 2021 above Q4 2019

Initiated new revenue streams from to increase hotel top line from out side catering and leasing spaces by AED 1.2 M

Re-structured the rate strategy for the Apartments to re-position the product within the local market to optimize the rates for long term as well as capture new business from key feeder markets as KSA which resulted an increase in ADR of the apartments by 12% YOY.

July 20 to August 21

Wyndham Dubai Deira/ Days by Wyndham/ Super8 by Wyndham (Total 514 Rooms) “Pre-opening” Cluster Director of Sales & Marketing Dubai, UAE

Reports to the Hotel General Manager & dotted line to the Regional Director of Sales & Marketing In

charge of a team of 5 members (Sales Team, Events & Groups, Marketing & PR) Responsible for the overall Business Development plan

Sales functions by setting departmental monthly action plan/ annual plans & strategies to achieve hotel plans

Recruit & train newly hired sales & Marketing team

Main achievements:

Pre-opening set up for all distribution channels Set pricing strategies for different market segments
Contract major DMC's and corporate clients
Work closely with corporate office for bed banks direct connectivity
Brand marketing and collateral creation according to Wyndham brand standards
Hotel naming for F&B venues as well as building brand identity and concepts by working closely with the Food & Beverage Director on the naming process
Research on search engines by activating Meta search platforms as Tripadvisor, Trivago and Google Hotel finder
Hotel Photo and video shoot & update Wyndham library
Third party website content creation and update Create Social media channels and platforms for both properties
Set-up Travel click Hoteligence access Work on identifying key RFP's and preparation of business cases
Completed Competition Set Selection Process to identify our competitive set
Achieved an opening ramp up of RGI of 90% within the time frame of 6 month
Successful implementation of whole strategy reaching 1800 room nights per month from key feeder markets

May 19 to July 20

**Grand Mercure & Ibis Styles Dubai Airport- Accor (Total 712 Rooms) – “Pre-opening”
Cluster Director of Sales & Marketing**

Reports to the Hotel General Manager & dotted line to the Regional Director of Sales & Marketing
In charge of a team of 12 members (Sales Team, Events & Groups, Marketing & PR)
Responsible for the overall Business Development plan, Sales functions
Sets action departmental monthly/ annual plans & strategies to achieve hotel plans
Recruit & train newly hired sales & Marketing team

Main achievements:

Pre-opening set up for all distribution channels
Set pricing strategies for different market segments
Contract major DMC's and corporate clients
Work closely with corporate office for bed banks direct connectivity
Brand marketing and collaterals creation according to brand standards
Hotel naming research on search engines
Venue naming process completed
Activate Meta search platforms as Trip advisor, Trivago and Google Hotel finder
Hotel Photo and video shoot & update Accor library
Third party website content creation and update
Create Social media channels and platforms for both properties
Set-up Travel click hoteligence access
Work on identifying key RFP's and preparation of business cases
Completed Competition Set Selection Process to identify our competitive set

Jan 18- May 19

**Swissotel Al Ghurair Dubai & Swissotel Living Dubai - Accor (Total 626 Rooms)
Cluster Director of Sales & Marketing**

Reports to the Hotel General Manager & dotted line to the Regional Director of Sales & Marketing
In charge of a team of 20 members (Sales Team, Events & Groups, Marketing & PR)
Responsible for the overall Business Development plan, Sales functions
Prepare annual sales plans as well as segmentation, yearly revenue proposal and monthly/weekly forecast
Sets action departmental monthly/ annual plans & strategies to achieve hotel plans
Maintain market intelligence by analyzing competition reports – Hoteligence reports
Prepare monthly report which includes the summary of the past activities, prospecting and trends
And Conduct market survey and identify prospective accounts & establishes goals for key accounts by analyzing historical data & other statistical information & also by conducting accounts interviews and preparing customer action plans.
Developing tactical promotions & marketing strategy based on various events
Attending trade shows, community events and industry meetings.
Recruit & train newly hired sales & Marketing team
Work closely with regional sales directors to ensure continuous qualification of global accounts & ensure contracting qualified accounts for the following years & by identifying market potential

Main achievements:

Relaunch of the hotel and hotel apartment with the new Swissotel brand, Set and implement a launch Plan for all sales & marketing activities and re-position the 2 properties
Successfully managed to drive OTA's and 3rd parties websites to increase our market share as of the 1st month with an increase of 43% compared to previous months
Achieved January MPI of 100% after the transitional period, set specific tactics for certain markets which resulted incremental revenue
Achieved YTD RGI of 90% after the transitional period for the hotel and 110% for the hotel apartment
Increase of corporate segment from 5% of the BMIX to 17% in the hotel and 35% in the hotel apartment.
Successfully introduced new whole sale markets to the hotel as German, French and Japanese through international tour operators
Implemented all Accor policies and procedures and applying our sales key account management system and reporting

May 15 – Jan 18

Sheraton Dubai Creek Hotel & Towers – Dubai (268 Rooms)
Director of Sales & Marketing

Reports to the Hotel General Manager & dotted line to the Area Director of Sales & Marketing
In charge of a team of 14 members (Sales Team, Events & Groups, Marketing)
Responsible for the overall Business Development plan, Sales functions
Prepare annual sales plans as well as segmentation, yearly revenue proposal and monthly/weekly forecast

Main achievements:

Re-structured the entire sales department and built a strong proactive teams in both sales and events
Positive increase in RGI progressed since the reopening of the hotel from 80% to RGI of 115% for 2017
Increase in corporate room nights by 23% YOY

Trainings: Attended Leading Starwood Training – September 2016

Jan 13 – Apr 15

Sheraton Abu Dhabi Hotel & Resort – Abu Dhabi (272 Rooms)
Director of Sales & Marketing

In charge of a team of 12 members (Sales Team, Events & Groups)

Main achievements:

Achieving YTD an increase vs. budget by approx AED 800K with positive RGI performance of 113%
Achieving budgeted rooms revenue and banqueting revenue for 2 consecutive years
Increasing Leisure segment by 25% YOY
Securing Airline Crew for 2 years contract with revenue of AED 3.5 M

Mar 12 – Dec 12

Rocco Forte Hotel – Abu Dhabi (281 Rooms)
Director of Sales & Marketing

In charge of a team of 15 members (Sales Team, Events & Groups – Revenue & Marketing)

Main achievements:

Re-structured the sales department organization by hiring new sales/ events team & ensure trainings are conducted
Segregated potential accounts based on industries – Qualified more than 800 accounts in UAE with minimum potential of 50 room nights & set RF targets per account per sales manager
Targeted new potential corporate/ Government accounts which resulted an increase in corporate production by 75% for the months May, June & July
Managed to position the RGI hotel rank on STR competition report from 6 out of 6 to 4 out of 6 for the last 3 consecutive months.
Increased RGI from average of 50% to 85% for the last 3 months & 91% for August MTD – MPI 130%
Managed to position the rank for MPI to 2 out of 6 instead of 4 out of 6 and with MPI more than 125% for the last 3 months
Manage to sign for the Q3 of 2012 worth of AED 1.3 Million in room revenue

Sep 11 – Mar 12

Sheraton Khalidiya Hotel – Abu Dhabi (285 Rooms)
Director of Sales & Marketing

In charge of a team of 08 members

in achievements :

Achieved hotel targets for Q3 2011
Achieved 2012 YTD 55% increase in Transient corporate contract YOY
Managed to get invited and accepted for more than 65 global accounts RFP's during 2012 which positively impacted the corporate production during 2012
Achieved daily average corporate room nights of 100+ rooms per day
Secured annual contract which enhanced hotel performance during weekends with added 10% in the hotel week end Occupancy

Sep 10 – Aug 11

Hilton National Sales Office – Abu Dhabi
Director of Sales

Reports to the Senior Regional Director of Sales. In charge of a team of 09 members.
Responsible for the overall Business Development plan, Sales functions & activities based in Abu Dhabi- For Hilton Hotels in the UAE (11 hotels)

Main achievements:

Implemented a successful strategy to launch Hilton National Sales Office in Abu Dhabi
Hiring process for the new set up in Abu Dhabi – New strategy for the set up of account coverage and implementing & applying Total Account Management
Successful introduction for Double Tree by Hilton new opening in RAK – UAE in the corporate market
Hilton Sharjah – UAE launching it in the corporate market and capitalising on our existing Hilton customers – set business plans, hotel targets..etc.

Dec' 08 – Aug' 10

Hilton Al Ain, (202 rooms)
Director of Sales

Reports to the General Manager & to the Regional Director of Sales. In charge of a team of 5 members.
Responsible for the overall Business Development plan, Sales & Marketing department functions.

Main achievements :

Implemented a successful strategy to targeted accounts in order to meet and exceed revenue goals that contributed with a positive variance vs. last year and above Plan/Budget achievement in revenues – 2010 & YTD 2011
Completed Customer Focus Selling (CFS), Site Inspection, Selling Leisure, Belbin and Emergenetics trainings and Management Awareness Program (MAP)
Targetted new accounts which enhanced our groups performance
Managed to secure for the 2nd consecutive year Al Ain Aerobatic show business approx AED 1.5 Million (rooms & catering)
Managed to secure 2 Long term contracts with for 15 units (chalets) for 1 year generating 5500 room nights and Revenue of AED 3 Million

June 06 – Dec' 08

Sheraton Cairo Hotel, Towers & Casino – Starwood, Egypt. (650 rooms)
Deputy Director of Sales

In charge of corporate and travel with a team of 12 members.
Contributed in setting Business plan and Pricing strategy as well as Budget preparations.
Attended MEA Road Shows targeting leisure business.

Main achievements :

Implemented Smart contracting and Sales optimization that contributed in over achieving targeted corporate volume with an increase of ADR of 20 % year over year.
Completed training provided for leadership such as Managing & Developing Sales People and Starwood Behavioural Interview.
Handled the Area Lanyon Trainings for the sales teams
Pilot hotel in applying Starwood smart contracting & Floating rates
Egypt Area Champion for Global Contracting and handling RFP's

Jul' 05 – June 06

One&Only Royal Mirage Hotel, Dubai. (470 rooms)
Senior Sales Manager

In charge of Corporate & GCC segment
Attending ATM, Road shows and monthly business trips to GCC.

Trainings : Leadership Training Course, Effective Sales Skills Training – Forum.

Mar' 03 – Jul' 05

Sheraton Cairo Hotel, Towers & Casino – Starwood, Egypt. (650 rooms)
Senior Sales Manager (Nov' 04 – June 05)
Corporate & Airlines

Sales Manager (Mar' 03 – Oct' 04)

Corporate & Airlines
Best Sales Manager – Starwood Hotels in Egypt for 2003

Trainings : Starwood Presentation Skills, Professional Sales Skills Course, Starwood Frequent Programs, Starwood Top Account Retention System (STARS), Key Account Management System

Sep' 02 – Mar' 03

Sheraton El Gezira Hotel, Towers & Casino – Starwood, Egypt. (434 rooms)
Sales Manager
Corporate

Trainings : Starwood Six Sigma Training September, First Shot Best Shot Training.

Mar' 02 – Sep' 02

Movenpick Heliopolis Hotel & Casino, Egypt. (580 rooms)
Sales Manager
Corporate & Airlines

Trainings : Negotiation Skills

Nov' 01 – Mar' 02

Le Meridien Heliopolis, Egypt (272 rooms)
Assistant Sales Manager
Corporate

Oct' 96 – Nov' 01

Swiss Hotels & Resorts, Egypt (201 rooms)
Assistant Sales Manager (Aug' 01 – Oct' 01)
Corporate & Airlines

Sales Executive (Feb'98 – Aug' 01)
Corporate

Reception Shift Leader (Sep'97 – Jan' 98)
Room Clerk (Oct' 96 – Aug' 97)

Trainings : Effective Sales Techniques, Effective Negotiation Skills, Effective Presentation Skills

Technology

Word, Excel, Power Point, Publisher, Internet and online distribution.
Hilton OnQ PMS System
Opera / Fidelio / Protel PMS/ Sales & Catering
Delphi/ TLPE – TLGO (Starwood Revenue Management System)
KAM – Starwood Key Account Management System
Ideas – Revenue Management system
Lanyon RFP online bidding System (Starwood Hotels in Egypt Champion in 2006)
Nexus RFP online bidding System
Third parties RFP's systems as Starcite. CVENT..etc.

Education

2001	Suez Canal University, Egypt Business Administration, Bachelor Degree
1997	AUC, Egypt Travel & Tour service diploma
1995	Manor House School, Egypt High School diploma

Languages

Arabic	Native Language
English	Bilingual
French	Basic

References

Upon request